

TONY ARNOLD SELLS HORSES FOR AUTOS

Buys Three Taxicabs From Gilmer Company to Care for His Business.

Tony Arnold has purchased three taxicabs of the Croxton-Kecton make, which he will keep on the street for special hire instead of his present carriage teams. L. J. Gilmer of the L. J. Gilmer Auto company sold the taxicabs to Arnold, having delivered one car Saturday and the other two are to be delivered within thirty days. Arnold says that he will call his new cars the "C. K. Blue Cab" and is confident that he will make a big success with his new investment. Arnold is one of the oldest hack drivers of the city and is well known by all the traveling men in the country as well as by all the sports in the west. Arnold said that he was not a back number, and as soon as he saw the automobile coming he decided to advance with the times, with a subsequent investment in the cars. Arnold said he thought that before the close of the present year that the carriage horse would be a curiosity on the streets of Salt Lake.

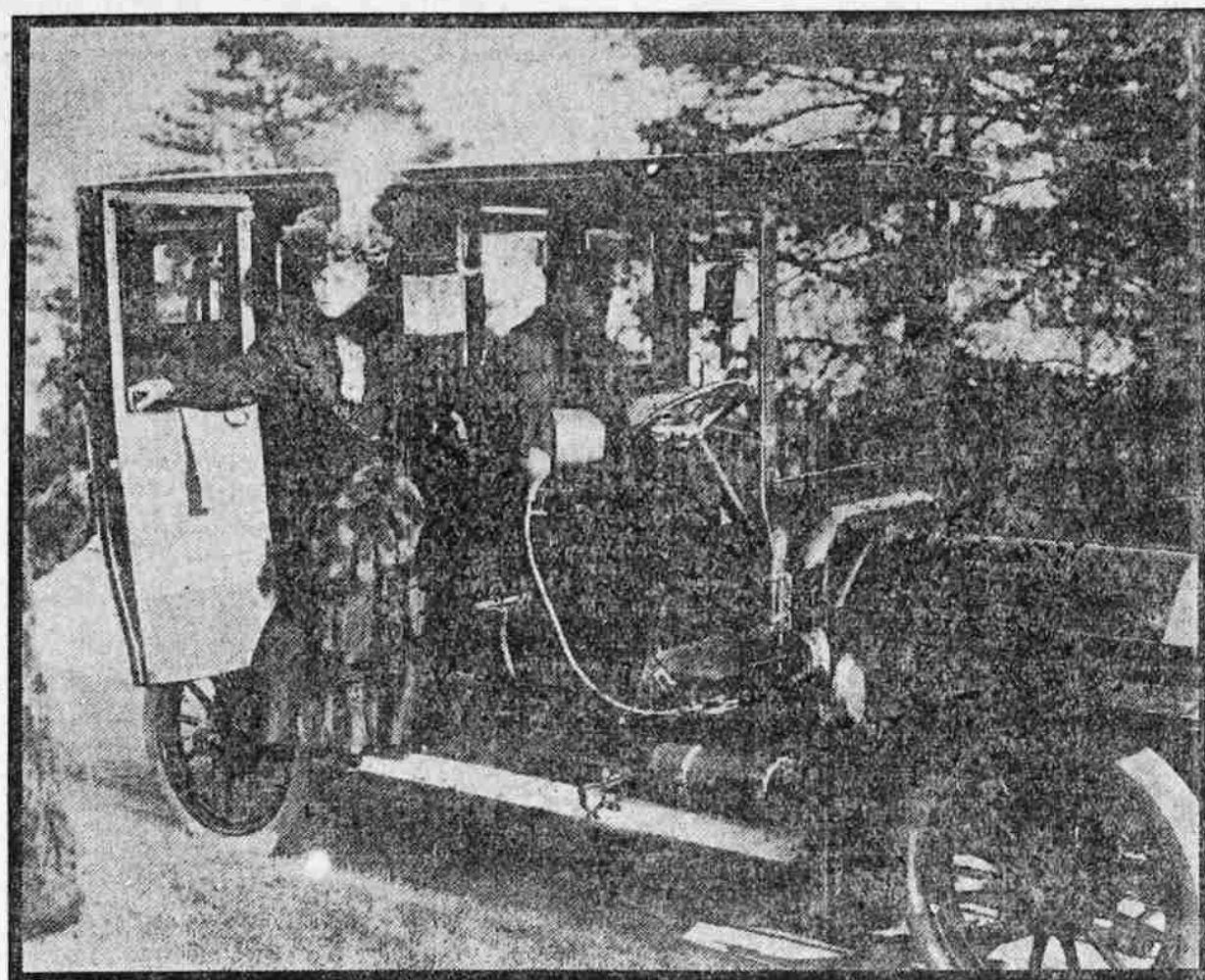
GREAT INTEREST IN THE MOON COMPANY EXHIBIT

Even competitors remarked the tremendous interest shown in the Moon exhibit at the Chicago Coliseum-Armory show. It was common talk around the big show that at the Moon space in the Armory section actual sales were being made—not two or three individuals actually gave orders for cars before the third day of the show had passed, but a score or more. Besides, and this was not generally known, three new agencies were allotted—in Pittsburg, Pa., Joplin, Mo., and Henderson, Ky.

"There is always a good deal of talk before and after automobile shows," said E. J. Moon, "to the effect that cars are not sold on such occasions. Some exhibitors go so far as to state that if they had their way there would be no automobile shows. Well, I think that the great crowds which surged into the entrances of the Chicago show, beginning at 10 in the morning, as if they had been waiting for the doors to open, and continuing with increasing size until late in the evening, refutes the latter statement. As for the first, that few cars are sold, I hardly think that the Moon company is unique in this respect, and we have taken orders from individuals for deliveries to parts of the country where we are not represented, and in other localities have placed orders for agents."

The new Moon agencies given during the first three days of the Chicago show are: B. F. Benson, Pittsburg, Pa.; Joplin

World-Famed Actress and Her Car



LILLIAN RUSSELL'S STUDEBAKER LIMOUSINE.

Lillian Russell, one of the best known actresses in the United States, smiled with satisfaction when she had finished a twenty-mile trip in a Studebaker stock car. Miss Russell has ridden in a number of automobiles; in fact, there are

very few makes that have not had the fair Lillian for a passenger. But Miss Russell, so the story goes, liked the Studebaker car best. "It's a delightfully easy riding car and seems to have plenty of power. The lines

are graceful and it possesses most everything that a motor enthusiast could desire. I am very fond of the car."

The picture was taken as the popular actress was alighting from a Studebaker limousine after a cross-country trip.

Supply company, Joplin, Mo., and Park Carriage company, Henderson, Ky.

Solid Tires.

In the building of electric cars, it has very generally been assumed that pneumatic tires are the kind of tires to use.

Accepting this position without following the matter to its final analysis—that is, the situation in which the cus-

tomers finds himself when he actually owns the car—the use of pneumatic tires permits the builder to put out a car of light construction and at lower cost of production, and such a car could not be a success on any other kind of tires.

In the designing of the Woods electric car, we have taken the position that solid tires are best for the customer, and to make possible their use we have built a car that meets each and every requirement and is successful, and that carries

with it our guarantee of the most liberal character.

AUTOMOBILE SHOW

Salt Lake City, February 19 to 27. Reduced rates via Oregon Short Line from Utah and Idaho points. See agents for particulars.

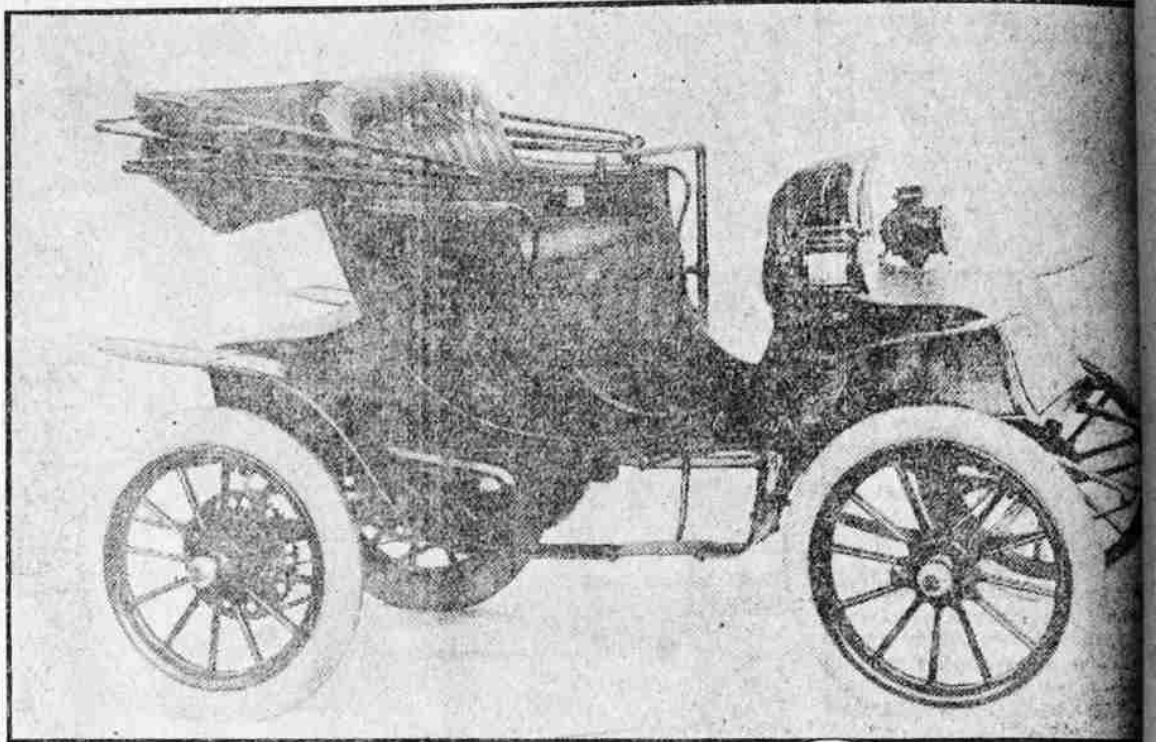
Comfort - Easy Riding - Real Pleasure

That's the Story of

Columbus Electric

"The Car Supreme"

Richly finished, perfect in appointments, and handsome in design. It meets the most exacting demand for a vehicle of refinement, usefulness and a wide range of service.

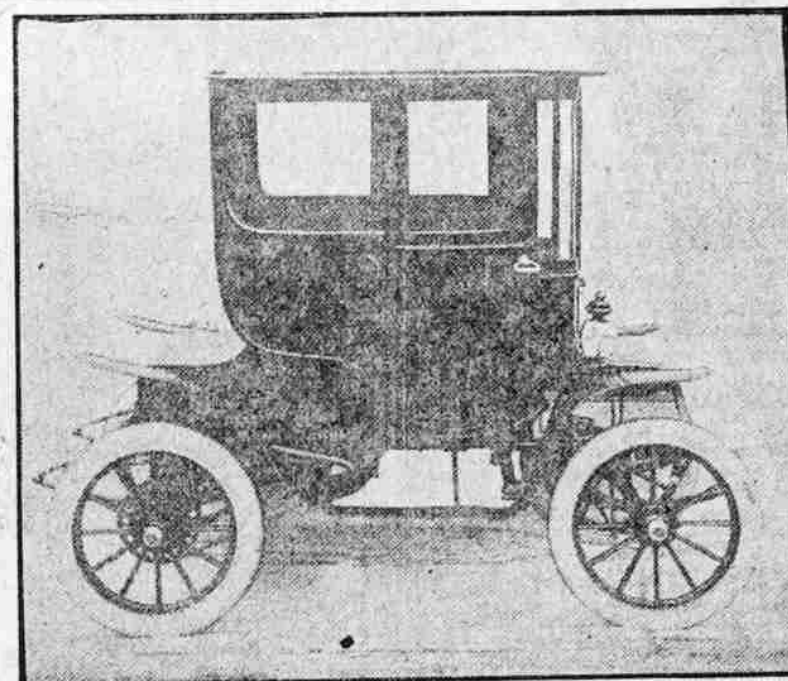


COLUMBUS ELECTRIC PHAETON

Price F. O. B. Salt Lake, \$1950.
Complete, Including Top.

If an electric car offered everything else, yet lacked comfort and easy riding qualities, it would be a failure in comparison with the Columbus.

"The Car Without a Jolt, Jerk, Jar or Jump"



TWO PASSENGER COUPE

Price, Delivered at Salt Lake, \$2150.

Columbus Electrics are the Social Favorites

Fact No. 1

It costs less electricity month to run Columbus Electric than it does keep the lamp going on a late touring car, to light a house.

Fact No. 2

The Columbus is the simplest car to operate and the safest. There is nothing complicated about it. This feature has decided many buyers in our favor.



FOUR PASSENGER COUPE

Price, Delivered at Salt Lake, \$2350.

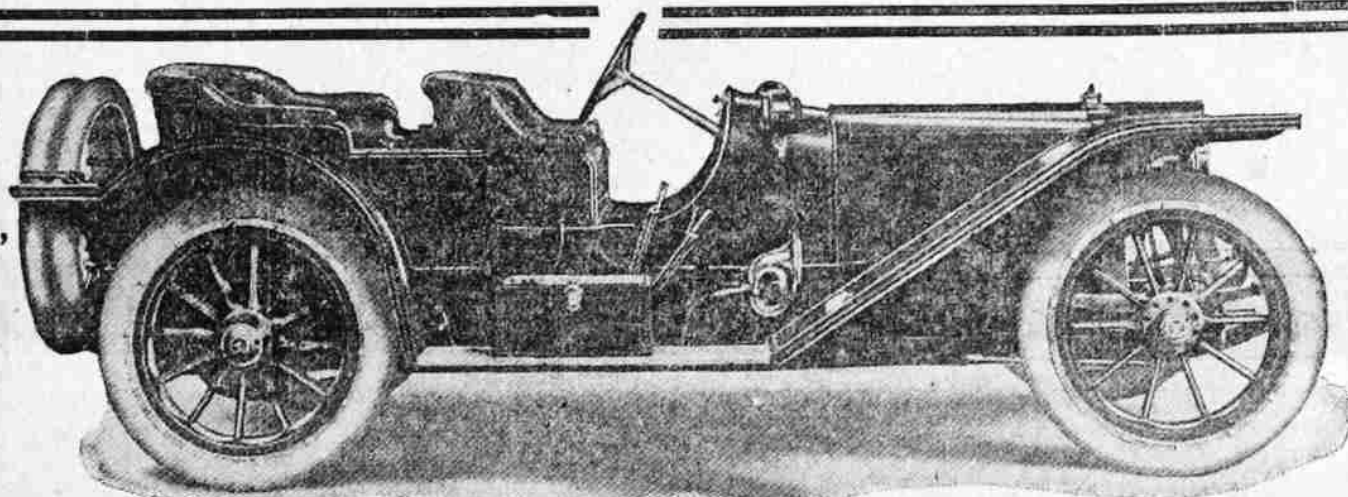
MEET US AT THE AUTO SHOW.

Utah Implement-Vehicle Co.

135-137 So. State St.

Salt Lake

"No Noise But the Wind"



The American Traveler \$4000.

"No Noise But the Wind"

This Is the Car for You, Sir! The American

"A Car for the Discriminating Few"

If You Knew as much about the "American family"—the American Traveler, the American Tourist and the American Roadster—as we do you would pardon our enthusiasm over these magnificent cars.

If We Could have an opportunity of showing you the many points of superiority in American cars—if we could but explain the advantages of 40-inch wheels, of the wonderfully built underslung frame of the "Traveler," of the straight-line shaft-drive and of the advantages of swinging the weight of the car several inches lower than ordinary and at the same time increasing the clearance, you would immediately decide to buy an American.

If a Car which never encounters a superior—and rarely meets an equal—interests you, see the American.

Booth No. 5 at the Auto Show

See the "American Traveler" at the Auto Show. It's stripped to give you a chance to see the "inside workings." Examine it carefully—inspect every detail. It's a marvel of mechanism.

L. J. GILMER CO.

225 SOUTH WEST TEMPLE

Automobiles

Supplies

Aeroplanes